Red Wing Shoe Company, Inc.

Retail News

Vol.7
2003

Store Hiring Assistance Now Available

Red Wing Shoe is happy to introduce a new partner to assist you with your hiring and decision-making processes. That partner is Monster.com, an on-line job posting and advertising service, owned by TMP Worldwide. The ultimate goal of this partnership is improved store performance based on hiring people best fit for the job responsibilities required at a Red Wing Shoe store.

Over the years, Monster.com has proven to be one of the most effective and affordable hiring vehicles available. This new hiring program is simple to use and will quickly get your job openings in front of qualified job seekers in your area. The cost is $160/posting. To qualify for this Monster.com pricing be sure to contact Red Wing Shoe's Monster.com account rep, Justin Wilmont, at 800-232-2399, X4668.

New Hang Tag System

Look for a new hang tag system on all Red Wing footwear. These new tags have been made into a uniform packet that organizes all of the features and benefits into one comprehensive brand story. This new system eliminates the problem of messy multi sized tags hanging from our footwear and is a useful selling tool for you.

Pictured above is a small selection of the new hang tag system, including proper care instructions, plus the electrical hazard and steel toe components.

Outstanding Customer Service Winners

During the year our Retail Department receives many letters of appreciation from customers all over the United States. That's why a monthly contest has been created to reward the person who receives a letter containing the most outstanding customer service comments. A committee was formed to review letters monthly, select a winner, and award them with a $50.00 gift certificate to the restaurant of their choice. Congratulations to our winners mentioned below, and thank you for your exceptional customer service!

January - Willard Morse (Vancouver, WA)
February - Ray Martinez (Pueblo, CO)

March proved to have multiple winners they include:

- Carl Jones, Bellingham, WA (Winner for March)
- Charlie Cavanaugh, Dennis Jefferson & Samuel Crawford Reno, NV (Runners Up for March)
- Willard Morse (Honorable Mention for March for having the most WOW Customer Service letters sent into RWSC)

What's Inside

Father's Day Direct Mail

Father's Day Web Coupon

Seven Steps to Selling...Cont.

New Sales Support Materials

New Television Commercials

The New 2003 Muscle Shoe Television Commercial which positions Red Wing as the most comfortable work boots made is now available. The new commercial appeals to a younger audience and highlights the Red Wing Muscle Shoe footwear collection. The TV ad strategy is designed to entice the younger audience into purchasing Red Wing's so they can become loyal, repeat Red Wing buyers for years to come. The commercial tapes include a full: 30 version as well as :25/5 version for local dealer tagging.

- **#94667 Muscle Shoe 3/4" video tape format**
- **#94668 Muscle Shoe Beta video format.**

Note: The ComfortForce TV commercials are still available.

- **#94667 ComfortForce 3/4" video tape format**
- **#94668 ComfortForce Beta video format**

RED WING SHOES®

WORX™

Irish Setter by RED WING SHOE COMPANY

VASQUE

The Shoe Horn

news and updates from retail training

Seven Steps To Selling - Step 3

In the last two issues of Retail News we talked primarily about the physical and mental preparation necessary for a day's or a career's worth of selling (Step 1). We've stressed the importance of a good attitude, knowing your competition, preparation and first impressions.Next we stressed the importance of how you greet and listen to a customer, and qualify your customer (Step 2). Now we wish to go over how to become a great listener.

Step 3. Become A Great Listener

The great salespeople are first and foremost, great listeners.Why, you ask?Asking questions, then listening, truly listening is the best way to discover your customer's requirements. We know that people buy ONLY when they have needs or wants. Our challenge is to discover what the specific needs or wants are at that moment. Listening is the only way to get to know the customer.

Your goal is to find out the customer's needs as accurately as they can describe them.The customer will be doing a lot of talking and you will be doing a lot of listening. You are going to have to help the customer out. Most customers don't walk into the store, spilling out all of the information about what they need.

A good salesperson will ask a few questions to lead the prospect to what they want to sell the customer. Customers tend to talk in general terms and salespeople tend to accept the generalizations as facts. A great salesperson will ask more questions to find out a customers needs and dominate "buy" motive. Probe the customers about needs…BEFORE making your "sales pitch". Try to find out what the customer wants NOW, and then probe a bit further to find out what their plans are for the future, so you may position your shoes and services as a solution to a problem. By doing this you can make a sale for now, AND possibly one in the future. If all you know about the customers needs is that they need a new pair of boots, you run the risk of not showing them what they want, and missing a sale. Listen first, and then begin your sales presentation.

May Muscle Shoe Claim Deadline Approaching Quickly

Don't forget to turn in your co-op advertising claim before the end of May if you were a Selling Program participant who earned additional Muscle Shoe advertising dollars. 2003 Red Wing Spring Selling Program participants were eligible to earn additional co-op Muscle Shoe advertising credits for their advertising efforts between March and May, based on the number of pairs purchased. Dealers who purchased 108 - 199 pairs of Muscle shoe product received a $150.00 credit, and dealers who purchased 200 + pairs received a $300.00 credit. Muscle shoe ad claims are only applied against the $150 or $300. For example: If you submit an ad claim for $400 and you earned $300, the remaining $100 will not be applied against your regular co-op funds. You will only be reimbursed $300.

Please send in your Muscle Shoe advertising proof of performance to: Red Wing Shoe Company, Attn: Co-op Dept., 314 Main Street, Red Wing, MN 55066 to receive your credit memo.

Father's Day Selling Opportunities

In 2002, participating Red Wing Shoe Store sales results proved that a Father's Day promotional campaign provides an excellent opportunity to market Red Wing boots, shoes and accessories. What Father's Day excitement building events are you planning? Last year we generated lots of store traffic with product discounts, and a special Free Shoe Care Kit gift with purchase promotion. You may wish to consider promoting gift certificates, product discounts, gift with purchases, etc. Don't miss out on this sales opportunity, start planning your 2003 Father's Day promotion today!

Father's Day Direct Mail

A Father's Day direct mail campaign developed to help sell more shoes is well underway. A direct mail postcard has been designed with a message that Red Wing's would be a good gift idea this Father's Day. This direct marketing campaign, which runs May 26 – June 29th, qualifies for Red Wing's 50% co-op offer. If you didn't participate, don't miss out on the next direct mail opportunity. Be sure to keep in touch with your DRM for direct mail news, or be on the lookout for a sign-up form in the mail. Direct questions and/or feedback to Jane Sturges at 651-385-1808, or jane.sturges@redwingshoe.com.

New Web Discount Coupon For Father's Day

Starting May 26th, a new Father's Day Web Coupon offer will go live on the internet to help drive new customers to local Red Wing Retailers. Discounts include: $15 off any regular or clearanced priced Red Wing Work Boots or Shoes (except Muscle Shoes), $10 off any regular or clearanced WORX Boots or Shoes, and $10 off any regular or clearanced priced Vasque or Irish Setter Boots or Shoes. Customers will be able to download and print a coupon to use when purchasing a new pair of boots or shoes, "AT PARTICIPATING DEALERS ONLY." The coupon can be identified with a "w" for web in the bottom right corner. This coupon will be valid from May 26th to June 29th, and is not valid with any other offer. After June 29th, all participating dealers are asked to mail the web coupons to:

Clare Pavelka
Red Wing Shoe Company
314 Main Street
Red Wing, MN 55066

Targeting The Hospitality Industry

WORX™ At Your Service Self-Mailer Brochure Available

A special WORX™ At Your Service uniform collection self-mailer brochure will be available in early May. This piece was designed to help you spread the word about our professional looking, highly functional, shoes and boots specifically developed for uniformed occupations, such as the hospitality industry. These self-mailers are $5.00, and are packaged in lots of 10. Contact customer service at 1-800-538-5647 and ask for item #98356.

New Industrial Marketing Support Materials

New industrial folders, envelopes, and thank you cards will be available by May 15th.

Industrial Folder

A new look has been created for our industrial folders. Use this new folder to feature your Red Wing Footwear program information. This folder comes complete with a slot for your business card. It is perfect for prospect mailings and presenting the Hassle-Free Footwear Program. The folders are $10.00, packaged in lots of 25, 50% Co-opable. Contact customer service at 1-800-538-5647 and ask for Item #98325.

Industrial Thank You Card

A new Thank You card with envelope is now available to help you communicate appreciation to current and potential clients. The Thank You cards are $24.00, packaged in lots of 25, 50% Co-opable. Contact customer service at 1-800-538-5647 and ask for item #96135.

10 x 13 Envelope

This larger formatted envelope has been designed to compliment the Industrial Folder.The envelope is perfect for mailing the Industrial Sales Folder, Catalogs, and Broadsides. Contact customer service at 1-800-538-5647 and ask for item:

#96138 (no return address imprint) packaged in lots of 25/$8, 50% Co-opable.

Three Boot Styles To Be Discontinued In June

The following product styles will be discontinued in June and will not appear in the new Red Wing/WORX catalog:

• #1679 • #2282 • #2379

These styles will be depleted in our inventory through June.

New Vasque Director/General Manager

Rick Appelsies has been promoted to the position of Director/General Manager of the Red Wing Vasque division. An exhaustive nationwide search for a General Manager candidate was conducted over the past ten months. During that time, Rick served as the interim General Manager, reporting directly to Dave Murphy. Rick managed the challenges faced by Vasque, and has clearly demonstrated his leadership skills. Rick brings insight to this role from over 12 years of outdoor industry experience. Before joining Vasque, Rick served as an REI store Footwear and Outerwear Supervisor and as Product Manager for PUR water filtration systems.

Red Wing/WORX Shoe Truck Poster Changed

The Red Wing/WORX Shoe Truck Poster is now printed with one side in English, and the other side in Spanish. Now you only need to carry one poster to an account to promote your truck appointments. Simply post the side of the poster that meets your needs. Contact customer service at 1-800-538-5647 and ask for item # 94277. 50% Co-opable.

New Selling Program Orders

May 31st Marks Selling Program Order Deadline

Hurry! Take advantage of our special 2003 Service/Casual and Fall Insulated/Waterproof Selling Programs. By purchasing footwear in either product category, you can become eligible for rebates, plus additional advertising and merchandising incentives. The more you order, the larger your rebate and POP material incentive gets. All orders must be received by May 31, 2003. Service Casual rebates will be issued in July, and Insulated Waterproof rebates in September.

Service Casual Eligible Styles:
6646,6647,6661,8600,8602,8636,8637,8646,8647,8661,8663.

- 24-48 Pair, no rebate with 90 day dating
- 49-72 Pair, $2/pair rebate, 120 day dating, and POP
- 73+ Pairs, $3/pair rebate, 150 day dating, and more POP.

Insulated/Waterproof Eligible Styles:

All Red Wing Insulated Styles are Eligible, including 2414, 2283,993,914,1183. And new styles: 1270,1271, 2681, 8481, 6781, 8581, 6788, 8588, 414, 1170, 1206, 2206, 1411, 2211.

- 49-72 Pair, $1.25 rebate, dating, and POP
- 73-108 Pair, $2.25 rebate, dating, and POP
- 109+ Pair, $3.25 rebate, dating, and POP

For further details on these Selling Programs contact your salesperson today!

Red Wing Rewards Thank You Program Motivates Customers To Return To Your Store

A newly designed Thank You card is now available as a sales tool to help you up-sell and increase your sales at the cash register, as well as drive repeat business to your store. This card has been designed for you to use as a special way to thank your customer for their purchase.

The card has over $100 worth of savings. The customer can save anywhere from $1-$10 off a Care Product, Accessory, or Repair Service, and $10-15 off a new pair of Boots or Shoes. These discounts are not valid with any other offer, and are not valid at any outlet store. Free oiling and Free Laces are also included as Red Wing Rewards.

Use the Red Wing Rewards Card to Increase Sales at the Cash Register

To order your supply of Red Wing Rewards, call Customer Service at 1-800-538-5647 and ask for item #94508. They are $15, packaged in lots of 100, 50% Co-opable.

2005 Marks Red Wing's 100th Year

Plans are underway for our centennial celebration in which we will commemorate 100 years of great products, great service, terrific customer loyalty, great stores and store employees, and much more! While the official celebration schedule of events has not yet been determined, we are looking for exciting ideas from all retail stores which will help us extend the commemoration to our customers. We're asking all store managers and store teams to begin "brainstorming" at the store level and district level to propose ideas, which will help us involve your stores and your teams in this event. We want to be able to build the anniversary excitement to a high level and sustain it for a long period of time in order to generate maximum sales and goodwill for customers and employees alike. Please send your ideas to Jody Johnson in the retail division. Turn those bright lights on and get creative. Thanks in advance for your help. We'll keep you advised of the plans as they unfold. We're 100 years young in 2005.

USA Flag Lace Keepers Available

The USA Flag Lace Keepers, which have been our way to say thank you for standing strong and believing in our country, are still available. To order your supply contact customer service at 1-800-538-5647 and ask for item #98336. The lace keepers are $16, packaged in lots of 100, 50% Co-opable.

Swift Customer Service Calls

To minimize hold times when calling customer service (1-800-328-9453), simply utilize the four telephone prompts Red Wing has specifically set-up for authorized dealers. By following these prompts your call will get through to the proper customer service representative faster than going through normal channels. Simply press the corresponding number with the prompt that meets your needs, and you will be taken care of in a timely fashion.

PRESS:

(1): Customer Service
(to place and/or inquire about orders)

(2): Customer Relations
(inquire about defective and new shoe returns)

(3): Credit Department
(account status)

(4): Shoe Repair Shop
(Orders for build up/questions on shoe repair)

Red Wing Shoe Company, Inc.
314 Main Street
Red Wing, MN 55066-2337

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